How to Market Your Program to the Business Community

Get to know your local employers

Know what the operations of businesses are so you can accurately match potential employers with employees, and vice-versa (that means getting to know your clients as well).

How do you get to those employers?

- Utilize your local BCI/Chamber/Job Placement Service (Employment Commission); can be an effective tool in helping newly relocated employees find companies (they can perform skills testing and training (collaborative effort with them and yourself); Use temp agencies for the same purpose.

- Conduct job fairs

- Join associations (Gold Coats, NCTHRA, Resource, etc.)

- Developing a local “watch group” made up of various industries who can promote your services to other employers (e.g., encourage

- Go on tours of their businesses
- Invite them into **your** workshops (Employer panel)
- Conduct interviews with your community newspaper
- Flyer that can be given out to all employers detailing the benefits of hiring military dependents (can be adapted to retirees/separatees)
- Encourage employers to provide you with job placement orders or job announcements
- Giveaways, i.e., coffee cups, pens, bookmarkers, if you have a LOT of money, how about mousepads!